

MEMORANDUM

To: Manuel Tapia, Jr., City of Nogales
Matt Carpenter, ADOT

From: David Fields

Date: June 9, 2006

Subject: Nogales Transit Study - Subtask 2-A: Draft Goals and Objectives

This memorandum documents the approved mission, goals, and objectives for the proposed Nogales Transit System, based on input received during the project's first two public workshops and all stakeholder interviews, and approved by the Transit Advisory Committee.

Goals and objectives provide the foundation for successful public transit service. Goals articulate the vision and policy direction for service development and reflect a community vision for the role of transit in the community. Objectives provide the benchmarks to evaluate policies and service direction, and to measure success. They identify priority transit markets, service priorities, and design parameters.

Once approved, the mission, goals, and objectives will be used as a guide for the development of conceptual service options.

Mission

To provide safe, reliable, clean, affordable, and efficient transit service to the residents, employees, and visitors of Nogales to support the City's economic development, social responsibility, and multi-modal vision.

Goals and Objectives

Goals	Objectives
1. Develop, provide, and maintain highly efficient, effective, and convenient transit services for the general public within the City's limits.	<ul style="list-style-type: none"> Establish fixed route transit services which operate on an established schedule, route, and fare structure.
2. Design and maintain transit services in a manner that promotes system productivity.	<ul style="list-style-type: none"> Emphasize transit availability between key trip generators including Downtown/Mexico border, residential enclaves, and employment/commercial districts. Provide transit service within a 0.25 mile walk of 75% of City residents.
3. Foster community support for the transit system through ease of use and excellent customer service	<ul style="list-style-type: none"> Develop service characteristics based on public input and provide on-going information services to support local stakeholders' use of the system. Conduct annual passenger surveys in which all riders – especially women, children, elderly, and disabled – rate transit as safe at all Conduct annual passenger surveys in which more than 90% of riders rate transit service quality as good or excellent.
4. Connect the local system with existing regional bus services and support future expansion of the regional bus system.	<ul style="list-style-type: none"> Design local service options with connectivity to regional services and coordinate future service planning with regional service plans to address both local and regional travel demand.
5. Minimize the City's expense of system capital, operational, and maintenance costs.	<ul style="list-style-type: none"> Ensure that all available federal, state, regional, and other transit grant funding sources are sought and utilized to the maximum extent. Partner with major trip attractors to fund increased transit service levels.